



August 23, 2019

Allicyn C. H. Tasaka  
Executive Director  
Workforce Development Council  
830 Punchbowl Street, Suite 417  
Honolulu HI 96813

*SUBMITTED VIA EMAIL TO: DLIR.Workforce.Council@hawaii.gov*

Dear Ms. Tasaka:

Please find attached my response to the Workforce Development Council's (WDC) Request for Quotes for Strategic Planning facilitation services, dated August 1, 2019.

I look forward to working closely with WDC Board and Executive Leadership to produce a revised Strategic Plan to guide the organization's near-term and medium-term activities.

By selecting me, WDC gains a partner who:

- Has successfully managed engagements of this nature
- Specializes in facilitation and strategic planning
- Brings broad expertise across public, private, and civic sectors
- Understands and appreciates the challenges the WDC has to confront in order to fulfill its mission
- Will serve as a thought partner to WDC to carefully examine and evaluate a range of strategic choices for effective planning
- Seeks a strong, collegial, and effective working relationship with WDC and its partners

I have 30 years of professional experience as a planner and facilitator for a wide range of issues, including urban land use and transportation, natural resource management, and environmental conflicts. While working for the University of Hawai'i, I also established and managed different economic development programs to better integrate university research with local business development. My more recent work as a consultant has focused on designing and facilitating stakeholder engagement and collaborative planning processes for highly contentious issues in Hawai'i and elsewhere. This broad and diverse professional experience provides me with a good array of approaches and methods to use for strategic planning exercises such as this one, and solid levels of familiarity and comfort for working with a wide range of participants, including business leaders.

I have learned over the course of my career that the most successful plans are those where 'people see themselves in the plan.' In other words, the plan should truly reflect how they view issues and situations, and it should recommend actions that they can do, want to do, or want to see done.

Plans that achieve this are most likely to motivate and inspire; plans that don't are most likely to be ignored. For this reason, it's crucial that any planning process begin with a thorough reconnaissance and assessment of key stakeholder values, ideas, and opinions.

I have summarized a proposed four-phase approach that I believe would enable me to help fulfill the WDC's desire to better engage employers and business representatives through development of a focused, relevant, and instructive strategic plan.

I have also attached a list of professional references and a current resume. Organizationally, I am President of a Single Member LLC called Keith Mattson, LLC. I am HCE compliant and have GET license GE-210-665-8816-01. My contact information as listed in HlePRO and HCE is:

Keith Mattson, LLC  
900 Hahaione Street  
Honolulu, HI 96825  
(808) 722-0207  
kmattsonllc@gmail.com

Subject to additional insights into WDC's specific needs, I commit to completing the deliverables outlined in your RFQ for a total fee of \$14,764. I agree to comply with all the requirements of this Request For Quotes. If selected, I will work closely with WDC to address in more detail the specifics of my proposal.

If you have any questions about my response or I can provide you additional information, please contact me at (808) 722-0207, or via email at kmattsonllc.com.

Sincerely,



Keith Mattson  
President, Keith Mattson, LLC  
August 23, 2019

## **Professional References for Keith Mattson**

### **Bruce S. Anderson, Ph.D.**

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### **Peter S. Adler, Ph.D.**

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### **Rodney Y. Funakoshi**

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### **Brian J. Manwaring**

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